Go “behind the scenes” with Sugar Creative as they help bring the magic of Dr. Seuss and Wallace & Gromit to life in AR.

Sunday 24 May, 2020

UK (25 MAY 2020) Discover how Sugar Creative is helping to bring the magic of Dr. Seuss and Wallace & Gromit to life in AR like never before using the cutting edge technology of Unity MARS with an in depth "behind the scenes' presentation at this years AWE 2020.

Realising a new generation of AR experiences

Sugar Creative's Studio Director Will Humphrey will be talking at Augmented World Expo on 27th May about the role Unity MARS is playing in developing a new generation of AR experiences including **“Dr. Seuss’s ABC - An Amazing AR Alphabet!”** and the upcoming **“Wallace & Gromit: The Big Fix Up”**.

Find out more here:
https://www.awexr.com/usa-2020/agenda/1818-imagination-made-real-designing-developing-with-ma

Various clips and assets from **Dr. Seuss’s ABC - An Amazing AR Alphabet!** created by Sugar Creative will also feature throughout Unity’s keynote presentation at AWE alongside a first look of the **Wallace & Gromit: The Big Fix Up** trailer.

Sugar Creative recently launched **Dr. Suess’s ABC - An Amazing AR Alphabet!** in partnership with **Dr. Seuss Enterprises, L.P.** The app utilizes Unity MARS by underpinning the AR experience and bringing characters to life with dynamic AI and real world interaction. It is one of the first apps to market to harness the new advanced AR capabilities of Unity MARS.

Sugar Creative is working in partnership (as Fictioneers) with Potato and Tiny Rebel Games, alongside Aardman and with research partner University of South Wales to create **Wallace & Gromit: The Big Fix Up**. This experience is creating a new type of storytelling, hybridising AGR and storytelling elements with cutting edge XR.

Sugar Creative is one of the **leading UK agencies** in the realisation of **innovation based emerging technologies** and, for both these projects, we have utilised the most cutting edge AR systems to realise a new generation of immersive experience. This includes working with world leading partners **Unity Technologies** and its new MARS toolkit which, for the first time, has given us the power as creators and developers to build XR applications that interact with the real-world environment and incorporate independent intelligent, dynamic behavior.

Dr. Seuss’s ABC AR is available for download on Apple [LINK] and Android [LINK].

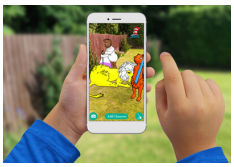
Wallace & Gromit: The Big Fix Up will be released later this year.

Jason Veal, Managing Director of Sugar Creative and Co-Founder of Fictioneers said; *“We’re thrilled to be able to show how, through our ongoing partnership with Unity and our work with our friends at both Dr.Seuss Enterprises and Aardman, we have been able to build new types of immersive experiences. At Sugar Creative, we are on a mission to innovate both storytelling and experiences through the use of cutting edge technologies and it’s phenomenal to be able to do so with some of the most adored and regarded characters in the world.”*

Will Humphrey, Studio Director at Sugar Creative *said;* *“For Sugar, MARS has been the toolkit that has allowed us to realise a new horizon and a shift in the potential of immersive experiences by enabling them to become truly dynamic. Put simply, we see MARS as adding intelligence to AR and we don’t see ourselves creating AR applications without MARS going forward.”*

Susan Brandt, President, Dr. Seuss Enterprises, L.P. said; *“Dr. Seuss’s ABC – An Amazing AR Alphabet!” App is an exciting way to ignite young imaginations through interactive play with the creative stories and beloved characters both kids and parents love. The new digital learning app uses augmented reality technology with features that allow kids to direct their own experience. The Story Mode feature guides kids sequentially through the alphabet from A through Z with the animated characters appearing in AR. In addition, there is an A to Z feature that lets kids select a chapter of the book and listen to a*

Media:





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narrated story with their favorite characters."

Video Links

Dr. Seuss's ABC - An Amazing AR Alphabet! Video Trailer [LINK]

Dr. Seuss's ABC - An Amazing AR Alphabet! Play Footage Trailer [LINK]

Dr. Seuss's ABC - An Amazing AR Alphabet! Unity MARS Sneak Peak Video [LINK]

More information:

About Sugar Creative

Sugar Creative is an award-winning multi-skilled innovation studio based in the UK who specialise in delivering projects for global clients that focus on emerging, advanced, and immersive technologies. With partners including Toyota, Allianz, Kingspan, BBC and OSMO they have created projects ranging from entertainment, learning, research, diagnostic tools, and marketing are regarded as one of the UKs leading creative innovators.

They recently launched the cutting edge AR experience 'Dr.Seuss' ABC AR' in collaboration with Dr.Seuss Enterprises to both critical acclaim and app store success.

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For press information please email press@sugarcs.com

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About Dr. Seuss's ABC - An Amazing AR Alphabet!

The digital learning-focused app, which is the first part in a series of digital educational experiences is produced by Sugar Creative, in partnership with Dr. Seuss Enterprises, L.P. Based on the bestselling book *Dr. Seuss's ABC*, the app lets kids interact and learn the alphabet along with Seussian characters. It was also created with support from Unity's MARS extension, which powers the augmented reality technology within the app.

About Unity Technologies

Unity is the creator of the world's leading real-time 3D development platform, giving users the most powerful and accessible tools to create, operate, and monetize experiences for the real-time world. Unity empowers anyone, regardless of skill level and industry, to create 3D visual content using world-class technology, operate using resources that maximize ease-of-use, and monetize so that they can find success with their creations. The company's 1,000-person development team keeps Unity at the forefront of development by working alongside partners such as Google, Facebook, Oculus, Autodesk, and Microsoft to ensure optimized support for the latest releases and platforms. Made with Unity experiences reach nearly 3 billion devices worldwide and have been installed more than 29 billion times in the last 12 months. For more information, please visit www.unity.com.

About Fictioneers

Fictioneers is a unique, first-of-its-kind creative technology venture, dedicated to creating a scalable, intelligent framework to enable immersive, location-based storytelling experiences.

Fictioneers is comprised of a team of creative storytellers, designers, developers and media producers, three UK-based companies; digital product development studio Potato, games developer Tiny Rebel Games and digital agency Sugar Creative, along with research partner University of South Wales.

This talk will correspond with Jamie Innes, Product Lead from our consortium group, Fictioneers, featuring in Unity's keynote presentation at Augmented World Expo on Wednesday 27th May. Join to hear Fictioneers revealing the latest project details on The Big Fix Up, which teases the duo's first foray

into augmented reality. Find out more here:
https://www.awexr.com/usa-2020/agenda/1817-unlocking-the-next-generation-of-intelligent-ar-ex

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About Wallace and Gromit: The Big Fix Up

Wallace & Gromit: The Big Fix Up is a new, augmented Wallace & Gromit story, which will bring Wallace & Gromit alive in an entirely new way, while creating a cutting edge new platform for storytelling. The experience will be rich and multi-layered, realised through innovation and technology. Read more at www.thebigfixup.co.uk

About Aardman

Aardman, based in Bristol (UK) and co-founded in 1976 by Peter Lord and David Sproxton, is an independent and multi-award-winning studio. It produces feature films, series, advertising, games and interactive entertainment - such as the 'visually astonishing' (Guardian), BAFTA® nominated console game, 11-11: Memories Retold, and the four-times Gold Cannes Lions-winning StorySign app - and innovative attractions for both the domestic and international market, including a new 4D theatre attraction at Efteling in the Netherlands.

Its productions are global in appeal, novel, entertaining, brilliantly characterised and full of charm reflecting the unique talent, energy and personal commitment of the Aardman team. The studio's work – which includes the creation of much-loved characters including Wallace & Gromit, Shaun the Sheep and Morph – is often imitated, and yet the company continues to lead the field producing a rare brand of visually stunning content for cinema, broadcasters, digital platforms and live experiences around the world.

The studio runs the Aardman Academy to nurture talent and strengthen ties between the animation industry and education. The Aardman Academy offers a variety of courses from intensive one-day workshops teaching production skills and storyboarding, to comprehensive twelve-week courses for professionals in craft based subjects from model making to animation.

In November 2018 it became an Employee Owned Organisation, to ensure Aardman remains independent and to secure the creative legacy and culture of the company for many decades to come.
www.aardman.com

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